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**AK Public Relations**  
**Sarah Haggerty Music**  
**Marketing Proposal**  
**December 28, 2023**



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## **I. Company's Marketing Analysis:**

Sarah Haggerty Music has a social presence already established with her utilizing a Facebook and Instagram account. These accounts are business accounts in which SHM is able to track analytics from posts to determine what content performs the best. Based on this data, posts that receive the most engagement are reel posts that are personally made by Sarah herself. Other types of content that perform well include selfies of Sarah, or any other personalized post unique to Sarah Haggerty Music. On Instagram she has a current following of 226, with 15-37 likes per post. Engagement is less on Facebook with a following of 127, 69 likes, and 2-25 reactions per post.



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## **II. Target Audience:**

Based on conducted primary research, the identified target audience for Sarah Haggerty Music are local music fans. These individuals enjoy listening to music, or are even part of the local music scene themselves. They share the characteristic of preferring to attend a live music performance over listening to it at home. In fact, 80% of the U.S. population also feels this way according to a recent study. Information about upcoming shows is typically gathered on social media platforms Instagram and Facebook. Additionally, word of mouth is a main method that fans acquire information. Consequently, some members in this target audience search concert venues ahead of time to see who is playing.

This group enjoys the community culture aspect of local music, creating tight-knit relationships between each other and the artist. These people put high value on local music and find great importance in keeping the thriving community alive. The target audience is more active during the months of April to October, as that is the time of year that the music scene in Erie is at its highest activity. Individuals in these groups can be classified as both fans and non-fans. Fans attend live shows because of an interest in the artist. However, non-fans attend for the social experience with the potential to grow into a fan. So though at first individuals may be attending a gig with an initial intention to simply listen to live music, they may leave the gig with intentions to attend one of your specific shows in the near future.



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### **III. Goals and Objectives:**

At AK Public Relations, I strive to provide high-quality creative solutions to my clients' marketing efforts. To stay true to this a list of goals and objectives have been created to follow for the proposed marketing communication strategies. The rationale behind setting goals and objectives is to hold accountability while using effective traditional and modern marketing strategies to accomplish our proposed marketing strategies.

- To increase followers on both Instagram and Facebook by 50 users by the end of March 2024.
- To increase engagement per post by 10 likes through establishing an effective and consistent social media schedule.
- To increase attendance at events by 20% through strategic marketing efforts.
- To create a more established brand and concrete image in the minds of the target audience through consistent marketing messages and images, demonstrating Integrated Marketing Communications.



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#### IV. **Big Idea:**

The big idea is a concept that builds on the promotional strategy by joining the service benefits with the consumer in a way that brings the subject to life, in hopes of gaining their attention. The big idea has been determined through not only wanting to achieve predetermined goals, but through analyzing the client, the services she provides, her current marketing analysis, and target audience.

The proposed big idea is “***Authentically Sarah Haggerty***”. The theme “Authentically Sarah Haggerty” outputs a message that Sarah wants to communicate to her fans. Sarah’s desired message entails being transparent with her fans for them to “see her true authentic self” through personal anecdotes from her own hardships that she had to overcome, inspiring others to do the same and conquer their dreams such as she is doing herself. Music provides a way to cultivate empathy, and engaging with the community is a fulfilling way to do that. An example of a hardship is overcoming alcoholism to pursue music as a full-time career. AKPR firmly believes that implementing this big idea in all branding on content across media platforms will result in a strong communication impact amongst consumers, hence establishing the desired image for Sarah Haggerty Music.

Ensuring that branding is consistent across all marketing aspects will result in integration to occur. Integrated marketing communications, or IMC, is the coordination of all marketing communication tools into a seamless program involving general advertising, direct marketing, sales promotion, personal selling, and public relations. It



recognizes the added value of a comprehensive plan and combines the promotional mix elements to provide clarity, consistency, and maximum communication impact on consumers. Using one cohesive message to communicate to various audiences across all promotional channels produces synergy, eliminates confusion in the mind of consumers, and positions the minds of consumers in a desired way towards the marketer.



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## **V. Marketing Communication Strategies**

### *A. Social media*

To increase following and engagement on social media, it is recommended that Sarah Haggerty Music implements a consistent social media posting schedule. For determining how often to post, frequency isn't as important as remaining consistent. Social media users are the most active Thursday - Sunday, so it is recommended to post within this timeframe. Users begin checking their social accounts during the day, with activity increasing as the day unfolds. As for specific times, studies show that 9 AM is the best time for interaction, with 1PM and 4PM being second. AKPR recommends that Sarah Haggerty Music uploads a post 3 days a week on a regular basis. This will ensure that followers are receiving the big idea message in the right amount without feeling overwhelmed or burned out.

It is one of AKPR's personal professional goals to reinvent the way users look at social media management from a chore to a skillful tool. This can be achieved through the use of a website called Later.com. Later.com is a social media management site that allows for organizations to easily schedule out their posts for their social media channels beforehand. This will allow for Sarah Haggerty Music to follow through with her social media strategy and schedule out posts in advance. Since posting per week is minimal, the premium subscription for the site is not necessary. Instead, Sarah Haggerty Music can maximize her budget through using the free version, as it offers enough services to achieve what is needed. The site is also very user friendly, allowing for it to



be easily used by anyone at the organization. The combination of a strong social media posting strategy with a consistent schedule will lead to expanding the success of her brand.

The suggested weekly posting schedule for Sarah Haggerty Music's social media accounts is as follows:

*Thursday: "Weekly Recap"*

This post will feature each week a recap of any gigs that Sarah played over the past week. The post will be formatted in a carousel, with the main image being an interchangeable template and additional pages with images from the gigs. This type of content will keep followers updated on the latest news from Sarah, additionally entice them to attend the next gig since they missed out on the last one. Furthermore, the big idea is communicated through this content, showing Sarah being the real version of herself as she performs, without any editing or filters. In the caption of these posts, it is recommended that information for gigs for that upcoming week is announced. Most consumers delay making weekend plans until Thursday or even Friday. Therefore, waiting to announce gig information until around the time of decision-making establishes a call of action, producing beneficial results for attendance in comparison to posting earlier in the week.





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# WEEK IN REVIEW



# 20 24

JANUARY 1 - 7



FROM FAVORITE MOMENTS TO NEW MUSIC.



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COPPER CARRIAGE  
ANTIQUE SHOW

OLIVER'S BEER  
GARDEN

# LIVE MUSIC MOMENTS





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FAVORITE FAN  
COMING TO GIG

LITTLE GIRL  
DANCING ON STAGE

# FAVORITE MOMENTS







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# NEW MUSIC

GO  
LIGHTLY



[WWW.SARAHHAGGERTYMUSIC.COM](http://WWW.SARAHHAGGERTYMUSIC.COM)



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### *Friday or Saturday: “Behind the Scenes with Sarah”*

To continue on with the the central theme of “transparency”, this post will be focused around behind the scenes content with raw footage shot by Sarah. Formatting content in a casual way will give her fans more insight to who she is as a person and musician, as well as forming a close-personal bond to her journey. Allowing for Sarah to choose between two days to post on the weekend will allow for her to be flexible amongst her busy schedule.

This type of content is the most engaging amongst consumers besides reels. BTS posts can range from a photo to a video of Sarah participating in daily activities that most of her fans would normally not see but still relating to her music career. Some examples for concepts ideas for BTS posts are:

- Process of writing a song
- Getting ready for a gig
- Studio Tour
- What you do on a break at a gig
- Your gig essentials
- What you do to decompress after a gig
- How much you practice in a week
- Running into a fan
- Day in the life
- Timelapse of setting up for a gig



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*Sunday: “Authentically Sarah Haggerty Reel”*

Every Sunday, Sarah Haggerty Music will upload a reel post to all active social media accounts. Reel posts are the most successful as they produce the greatest amount of engagement amongst all other types of content. It should be noted that these can be recorded and scheduled beforehand to save time. The message in these reel posts correlates with the big idea, integrating the central theme into the title of the post. These posts will continue on communicating to fans who Sarah Haggerty is authentically, forming close relationships. These posts can be differentiated from BTS as these will feature content personal to Sarah’s story but also relevant to her music, not daily activities. Examples of topics for reels include:

- Explain lyrics of song
- Sneak peak to new song
- Social media contest
- Offer a music tip or trick
- Playing in your favorite practice spot
- Talk about a memorable time at a gig
- Introduce yourself



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### *B. Social Media Sweepstakes:*

AKPR recommends that Sarah Haggerty Music conducts a social media sweepstakes as part of her marketing strategy. Creating a tangible reward will entice consumers to produce positive behavior towards Sarah's goals. This sweepstakes will involve giving away one month free of guitar lessons to one lucky winner. A longer period of classes is recommended to give away versus just one class to create a more tangible reward to influence consumers to enter, as well as potentially recruit a new long-term client. Research shows that the best duration for sweepstakes is 2-4 weeks. This ensures that the messages don't grow stale and consumers do not forget to enter. After the sweepstakes is closed, winner will be randomly selected and announced via social media and reached out to personally via direct message. This sweepstakes will be advertised via Instagram and Facebook through a graphic. Once the graphic is initially posted on the feed, the post should be reposted to the accounts story frequently throughout the promotion to stay in the minds of consumers.

To be considered for entry, users must follow the page, like the post, share the post with their story, and tag a friend. These requirements will help to expose Sarah's brand to a larger audience pool through user-generated publicity, resulting in an increase in overall engagement, following, and attendance. To push attendance even further for events, Sarah can choose to offer fans an extra entry to the sweepstakes if they come to one of her gigs and upload a selfie with her, thus creating even more user-generated content.



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SARAH HAGGERTY MUSIC

## WIN A FREE GUITAR LESSON WITH SARAH HAGGERTY

WIN THE GIVEAWAY WITH THESE STEPS !

*Follow*

FOLLOW MY  
SOCIAL MEDIA  
ACCOUNT

*Share*

SHARE THE POST  
ON YOUR SOCIAL  
MEDIA STORY

*Comment*

COMMENT AND  
TAG 2 OF  
YOUR FRIENDS

Winner will be announced on 22 April 2024.

MARK THE DATE!







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### *C. Website Suggestions:*

To amplify the positive effects of Sarah Haggerty Music's website, it is suggested to add in the following information.

- Create an "upcoming events" on homepage
- Link social media feed to homepage
- Create images gallery
- Video for header on homepage
- Fix wording to be bigger for header on homepage
- Make all writing more visible on homepage
- Change branding to be consistent
- Add bookings page at the bottom of home page
- Add in what genre of music you play
- Add in places you have played



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#### *D. Rebranding:*

The goal of rebranding is to present an image that is more unified and easily understood. Therefore, it is recommended that Sarah Haggerty Music engages in a rebrand to create her public image. Sarah's current brand focused on sharing her story and being transparent with her followers. This message that will be carried through with this rebrand, just amplified to be received better by the target audience. All identified branding will be expected to appear consistently across all forms of marketing communications to ensure that integration is maintained and confusion is eliminated in the minds of consumers.

To correspond with sticking to featuring the authentic side of Sarah, branding will be focused around her personal likes and interests. Colors for branding are burgundy and pale yellow, with lilies for a visual. Lilies of this color grow in Sarah's backyard, and have a personal meaning to her, hence wanting to emphasize this in her rebrand. Graphics needed for the rebrand include a logo, business cards, and a poster for gigs. The proposed logo design to appear on the above is as follows:



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Sarah Haggerty Music



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## **VI. Conclusion:**

In conclusion, AKPR firmly believes that implementing the above identified marketing communications strategies will help Sarah Haggerty Music to exceed her goals for the upcoming music season. The strategy is derived directly from the identified goals, ensuring tactics to be effective and relevant. A timeline for tactics will be established once feedback is given from Sarah Haggerty Music, solidifying a plan of action to implement her marketing strategy.